

—OREGON—  
**GOVERNOR'S  
CONFERENCE**  
ON TOURISM

SUPPORTING TOURISM  
ENTREPRENEURSHIP  
FOR THRIVING LOCAL ECONOMIES

**BREAKOUT SESSION  
SPONSORED BY**

**think\_\_shout**





# HELLO!



Hilary Sager (she/her)  
Destination Services Manager  
Travel Oregon

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**845+ BUSINESSES**







Tim and Susan O'Crowley  
Steens Mountain Guest Ranch



# OREGON TOURISM INDUSTRY EMPLOYMENT

	IN 2003	IN 2023	CHANGE
<i>Direct Employment</i>	85,590 jobs	118,500	+38.5%
<i>Employee Earnings</i>	\$1.7 Billion	\$4.5 Billion	+165%

Source: Oregon Travel Impacts, Dean Runyan Associates, 2023



**Experience in the tourism and travel industry fosters entrepreneurship and grows small business.**

Of women who started their career in the travel industry, 14% now consider themselves an entrepreneur; the same percentage are business owners.

- U.S. Travel Association





Joey Hamilton

In the first two years of the pandemic, nearly 1000 restaurants closed in Oregon.

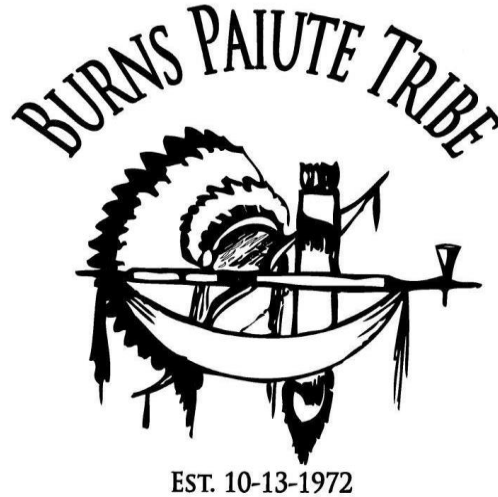


## COUNTY DMO



Nan Devlin  
Executive Director  
Tillamook Coast Visitors  
Association

## TRIBAL ENTITY



Logan Hunt  
Economic Development  
Coordinator  
Burns Paiute Tribe

## FOR-PROFIT & NON-PROFIT



Kate Schwarzler  
Owner  
Indy Commons



# From food trail to entrepreneurial food systems



Nan Devlin, Executive Director





**CULINARY &  
AGRITOURISM  
STUDIO**

”**Awakening**” started in Feb. 2017 during a two-day **Travel Oregon Rural Tourism Studio on Culinary/Agritourism**

70 people attended both days.

**The conversations I heard between workshop activities left me wondering –**

**Why are there no small food business support systems in Tillamook County** for farmers, ranchers, fishers, restaurateurs, value-added producers or food entrepreneurs?



We launched the North Coast Food Trail in early 2018, which solved **one big issue**:

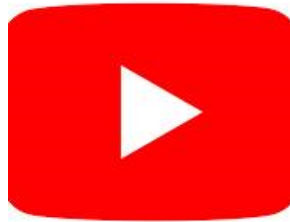
## Collaborative marketing



- Now in its 7<sup>th</sup> year
- 82 members
- Astoria to Neskowin
- Named best food trail in 2019 by Sunset Magazine
- Not a single business went out of business during COVID



## Trainings needed too



# Entrepreneurship Trainings & Workshops





# The BIG IDEA: Food Innovation Centers

*Gathered data and built a support system: step-by-step*

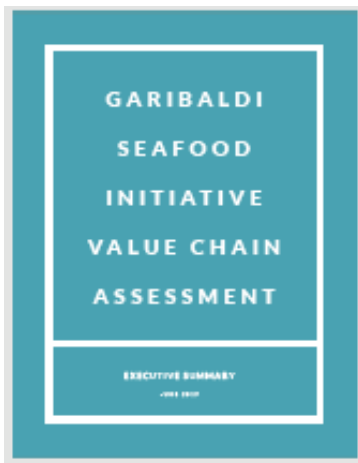
1. **Three Rural Opportunity Initiative** grants to define and build foundation for food innovation hubs  
*(\$207,000 total)*



2. **Columbia Pacific Regional Economic Development** grant to determine cold storage facilities and infrastructure needs in two locations  
*(\$30,000)*



# First: Created a data-centric foundation



Food Hub Assessment Report:  
Tillamook County



Food Producer Delivery Logistics  
Study



Business Oregon Impact Report:  
Tillamook Food Systems



Food Hub Prospectus



North Coast Food Hub Feasibility &  
Investment Report



## Second: Presented data at community meetings, conducted workshops, got feedback

- Tillamook Creamery
- Pelican Brewing
- Col-Pac
- CS Fishery
- OSU Extension
- Pro-Start Training (ORLA)
- Tillamook Estuaries Partnership
- Port of Garibaldi
- Port of Tillamook Bay
- Business Oregon
- Oregon Food Bank
- Food Innovation Center – Portland
- Northwest Agriculture Business Center
- Local Ocean Seafoods
- Blue Economy OSU
- Private developers and investors (three)
- Housing expert
- Community Development (county)
- Food Roots
- Columbia County Economic Group
- Ranchers, farmers, fishers from throughout the north and central coast

## Third: “Jumped off the cliff” with our partners: 501c3



## First project: Agricultural Hub at Port of Tillamook Bay

### POTB Rural Food Center

Partners for Rural Food Systems

Address here



Commissary kitchen  
Baking center/ovens  
Canning & packaging  
Cold storage  
Blast freezer  
Dry storage  
Dehydration equipment  
Training center  
Business center  
Connects to meeting  
venue

Nearby greenhouses  
Nearby bee pollinator farm



## What are we doing now?

1. Raising money for infrastructure and equipment
2. Raising money for operations and staff
3. Seeking a seafood location at Port of Garibaldi
4. Raising money for workforce training
  - Pro-Start program in high schools
  - Internships
  - Business training experts/consultants
  - Working with local school districts and community college to develop other CTE programs in tourism and hospitality





**Thank you**



**Partners for Rural  
Food Systems**

Where North Coast Food  
Businesses Grow and Succeed



# Supporting Tourism Entrepreneurship for Thriving Local Economies

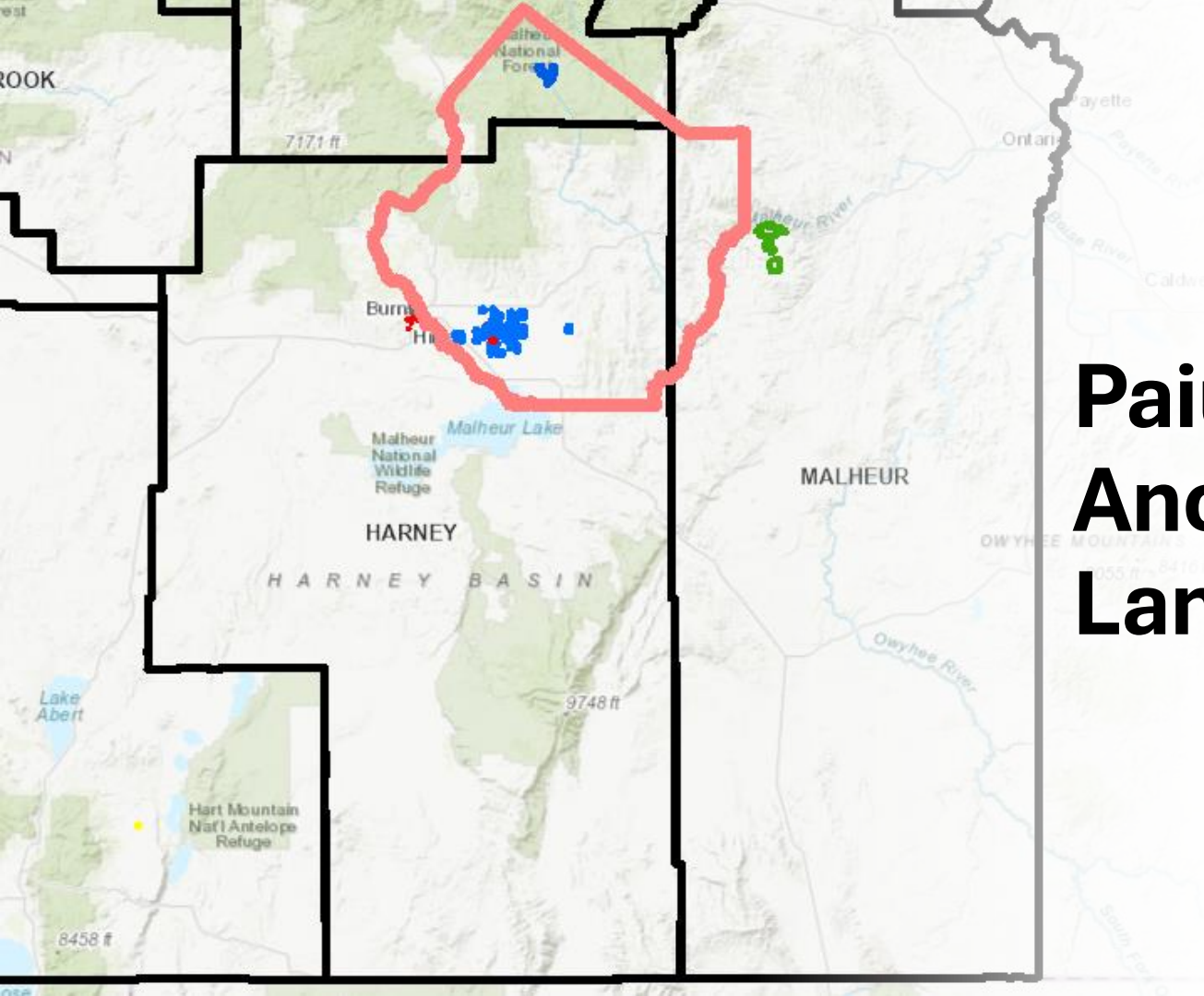


**Logan Hunt**

Economic Development Coordinator

Planning & Economic Development Department





# Paiute Ancestral Lands

# Planning & Economic Development Department

Supporting Tribal Entrepreneurs  
Through:

- Education
- Partnerships
- Opportunities
- Funding (Future)



# ONABEN's RealChange Youth Entrepreneurship Training

From Business Plan, to Marketing, to Marketplace  
*Learn How to Sell a Product*

**Ages: 9-14**

**June 12th 9 A.M.-3 P.M.**

**June 13th 9 A.M.-3 P.M.**

**June 14th 9 A.M.-Noon**

**Location: Tuwakii Nobi**

**Cost: FREE**

Lunch provided June 12th and 13th.

Scan to Register



Contact Judith at  
(541)589-1843  
or scan the QR code  
to get your name on  
the list. Deadline to  
sign up is Monday,  
June 5th and we  
only have room for  
30 students on a  
first come first  
serve basis.



ONABEN







# Teku Nobi



## Partnerships

High Desert Partnership's Collaboratives:

- BizHarney
- Harney Food Systems



# Opportunities

- Welcome to Paiute County Showcase
  - Created in conjunction of the Skull 120 Gravel Grind Race





# Tukwahone Culture & Heritage Center

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# Old Camp Historic Park







## Burns Paiute Food Sovereignty Program





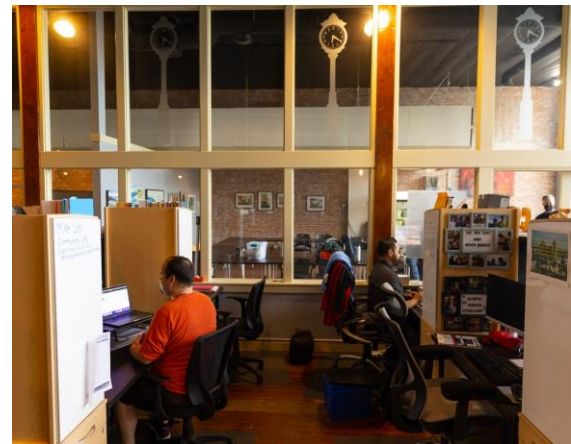
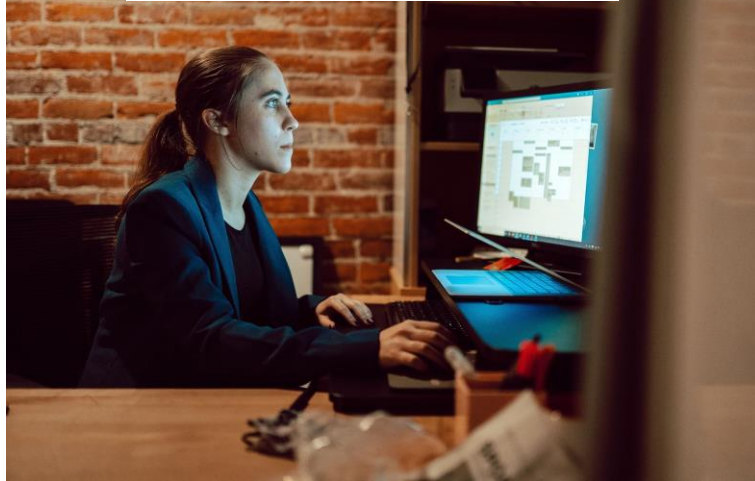






INDY

OFFICE







IN  
DY

KITCHEN





**IN  
DY**

EVENTS







**INDY** MARKET



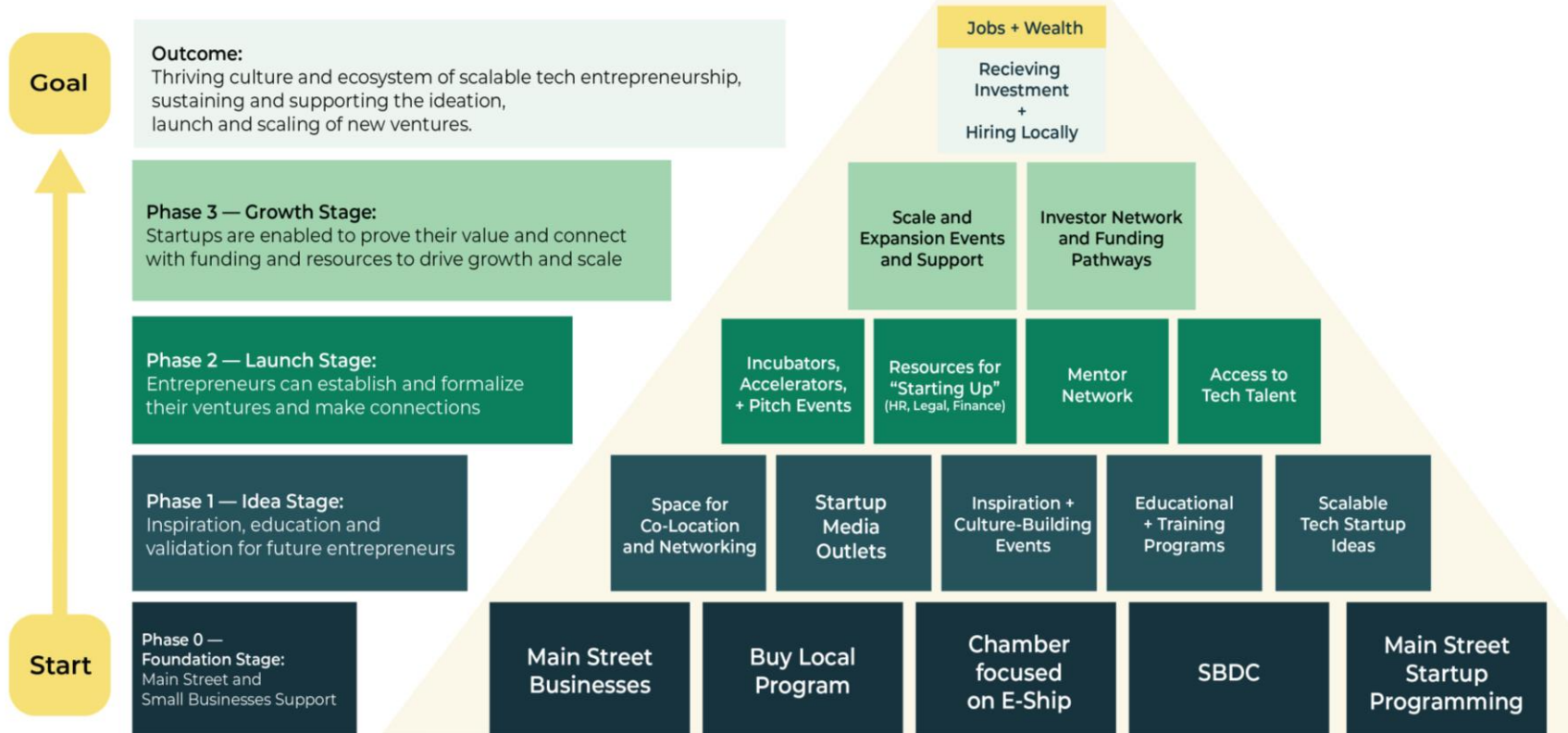


Indy Idea Hub works to **build an entrepreneurial ecosystem focused on rural needs** in Polk County, Oregon. We are committed to helping our community thrive by:

- **Supporting people in starting and sustaining successful businesses.**
- Fostering a *can-do* attitude where no challenge seems impossible.
- Facilitating network building to support individual and community aspirations.
- Supporting the creation of and access to opportunities.
- **Cultivating a diverse, strong, resilient economic culture.**



# Entrepreneurial Ecosystem Development



# Thank you!

Kate Schwarzler



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# Panel Discussion







Thank you

Brownsville  
VIDEO  
LIQUOR STORE  
WINES  
FEDERAL

BROWNVILLE FITNESS CENTER

FITNESS CENTER

B.E.C. ANNEX "fit happens"

C.J. HO

OPEN